



SUMMER ACTIVITY GUIDE 2012

Cool kids coverage will appear in the main news section of *Park Cities People*, *Preston Hollow People* and *Oak Cliff People*.

RATES (NET):



SIZE	1X	3X
2x4 (3.255" x 4")	\$480	\$408
2x5 (3.255" x 5")	\$600	\$510
2x6 (3.255" x 6")	\$720	\$612
3x5 (4.941" x 5")	\$900	\$765
Purchase an 1/8 page ad or larger, and receive advertorial space.		
1/8 pg (4.941" x 5.25" or 3.255" x 8")	\$945	\$788
3x7 (4.941" x 7")	\$1,260	\$1,050
1/4 pg (4.941" x 10.5")	\$1,890	\$1,607
1/3 pg (4.941" x 16")	\$2,520	\$2,142
Half pg (10" x 10.5" or 4.941" x 21")	\$3,780	\$3,213
Full pg (10" x 21")	\$7,560	\$6,426

- Pricing includes full color and applies only to standard sizes.
- Rate does not include artwork creation or adjustments.
- Guaranteed or Premium Positioning: 15% upcharge.

DEADLINE:

Space Reservation	Camera Ready Art	Issue Date
June 29, 2012	July 4, 2012	July 13, 2012

ADVERTORIAL OPTIONS:

AD SIZE PURCHASED	WORD COUNT	FORMAT
1/8 pg	150 words	article w/ 1 photo
3x7	150 words	article w/ 1 photo
1/4 pg	200 words	article w/ 1 photo
1/3 pg	200 words	article w/ 1 photo
Half pg	200 words	article w/ 1 photo
Full pg	500 words	article w/ 2 photos

ADVERTORIAL GUIDELINES:

- Client is responsible for submitting all advertorial content including verbiage and hi resolution photo.
- Advertorial design/layout formatted by newspaper staff.
- Advertorial headline written by newspaper staff.
- Advertorial space will not carry over to other issue dates.
- Advertorial space can not be purchased in lieu of an ad.

ADVERTORIAL DEADLINES:

- All materials are due Monday, 12 days prior to the issue date.
- Advertorial must be approved the following Wednesday.
- If deadlines are not met, advertorial will not run.

For more information, contact your marketing consultant at 214.739.2244 or e-mail advertising@peoplenewspapers.com.

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